

### **I. PURPOSE AND SCOPE**

It is the policy of the State University of New York College at Old Westbury (the College) to establish guidelines for the use of its LED display sign located at the College's main entrance at Route 107 (LED sign), and its Digital Television Monitors located in multiple campus locations (Monitors). The LED sign and Monitors are promotional and informational tools designed to inform primarily students, faculty, staff and the public about the College's events, achievements and activities. This policy supersedes Procedure No. P-01 issued April 16, 2007 and provides guidelines for usage and access to these promotional devices.

### **II. RESPONSIBILITIES**

All students, faculty and staff members are expected to comply with this policy. The Office of Public & Media Relations will be responsible for collecting usage requests and maintaining the entries posted to the LED sign. The Office of Public & Media Relations will be responsible for approving staff or faculty-generated content for the Monitors. The Division of Student Affairs will be responsible for approving student-generated content for the Monitors, and will be responsible for ensuring that club advisors are apprised of this policy.

### **III. PROCEDURES**

#### **A. LED Display Sign Procedure**

All users should be aware that:

1. Each request must be sent to the [Community Relations Specialist](#) of the Office of Public & Media Relations. Request should include the content (messages are to be 64 total characters – including spaces – or less), dates that the content should run, and contact information.
2. LED requests should be submitted to the Office of Public & Media Relations at least one week prior to the dates requested. If content is not received by the deadline, it is possible your content may not run.
3. Approved messages will be posted for no more than seven days therefore the user should plan starting dates and submissions accordingly.
4. Requests for student groups interested in posting on the LED sign must be approved by that organization's faculty or staff advisor via email.

#### **B. Digital Television Monitor Display Procedure**

All users should be aware that each request:

1. Must be submitted via form by clicking the "Submit" button on [www.oldwestbury.edu/orcatv](http://www.oldwestbury.edu/orcatv). Each form must be completed in full.
2. Must include Name, Campus Affiliation (student group, faculty, staff), SUNY Old Westbury Email Address, Name of Ad/Event, Start/End Date for content to run, and the File (landscape or portrait) or URL. Content must be submitted using an Old Westbury email address.
3. May contain sound if there is purpose for sound other than background music. The College reserves the right to mute any sound as it deems appropriate.

4. Staff and Faculty-generated content will be routed through the Office of Public & Media Relations for final approval. Student-generated content will be routed through the Division of Student Affairs. Upon approval, the submitter will receive a confirmation email.
5. Request forms must be submitted to [www.oldwestbury.edu/orcatv](http://www.oldwestbury.edu/orcatv) at least one week prior to the dates requested. If content is not received by the deadline, it is possible your content may not run.
6. Approved messages will be posted for no more than ten days therefore the user should plan starting dates and submissions accordingly.

#### **IV. MESSAGES**

##### *A. Messages Which May be Displayed*

Messages posted should be of general interest to students, faculty, staff and the public and relate directly to College events, policies and meetings. Information directly benefiting students will receive top priority. Such information may announce academic (e.g. registration) information, support services; and club or athletic events. Other appropriate events will be considered, at the discretion of the Office of Public & Media Relations, on a space-available basis.

##### *B. Prohibited Messages*

Messages of personal, defamatory or obscene nature will not be displayed, nor will messages promoting groups, organizations, events products or services not endorsed by the College. If the message is deemed unacceptable, the Office of Public & Media Relations will notify the requestor within two days of receipt of message. The Division of Student Affairs will alert the submitting student if the content is not approved. The College reserves the right to refuse to display any message deemed not to meet the guidelines above.

#### **V. REVIEW & APPROVAL**

This policy was reviewed by the Office of Public & Media Relations, the Assistant to the President for Advancement, the Senior Vice President & Chief Financial Officer, and the Chief of Staff prior to approval by the President.